

Politeness Perspectives in Governor Election Debate Program of West Java Province - Indonesia (The Second Session on Mei 14 2018)

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Abstract— Indonesian today has many political agenda. The same session of chief election in all provinces and districts give the different situation in communication strategies. Some candidates use conventional communication and others use some unique strategies. In debate program, one of the agenda from General Election Commission (KPU) is to design the public debate on television program. The agenda is carried out on May as the second session. The candidates are from four couple of contestant. The public communication of candidates presenting their mind indicate the different perspective of politeness theory. Politeness strategy presents positive or negative politeness.. The main case in this debate is how to convey their vision and mission related with the fact and reality rationally practiced. This research uses qualitative research by means of classifying the statements of candidates in every session. In debating, it consists of presenting argument, opinions, agreeing and disagreeing, interrupting, clarifying and questioning sessions. Politeness, in this case, has different practice and understanding. Positive face is indicated by statement compared with the real action the candidates have done before as the public functionaries and negative face appears when candidates state the theoretical perspective only without experience based explanation.

Keywords— *politeness perspective, politeness in debate perspective, political communication strategy.*

I. INTRODUCTION

Politeness is a part of pragmatics study. Politeness is a vital case in communication (H. Dowlatabadi, E. Mehri and A. Tajabadi, 2014) It tends to a good or bad perception of one's communication. Politeness is a form of language communication behavior that includes the culture in it, so the use of language can be accepted as a communication phenomenon by the speaker and the speech partner (Leech, 2014) Dignity is a study of how language is used (language in

use). Politeness is related to the manners that the speakers must share with one partner in one locus, time and interests. In another explanation of politeness it is found that politeness is a general term indicating that a person is asking to do something according to his or her desires (Yule, 2006). Politeness is a universal feature that can mitigate face-threatening acts (H. Jung and S. Rhee, 2013). Politeness is closely related to the behavior of individuals who are given to others for a particular purpose. Thus the behavior is included in the area of communication.

This communication focuses on the accuracy of the language used to the said partner (communicant). Someone who communicates in the context of politeness highly prioritizes how the other person's perception in response to the given speech. Because communication is really a behavior that can benefit others not just for speakers.

Communication activity is not only understood as an activity that produces speech alone but without any communication speech can occur. Like for example bending the mark of honor, smiling friendly reception, applause, awe of the sign of separation and so forth. These examples are gestures that can deliver messages from the messenger (Leech, 2014).

Face Theory

Goffman suggests that the face is an image where we can present ourselves to others (Fuller, 2015). It is understood that the face as a reflection that can be seen by the public. Face can also be captured in public communication both in pretense and in fact. Scollon and Scollon argue that the most important thing in communication is to avoid ambiguity for others who are invited to communicate (Fuller, 2015). The face we display in the public is our self-image to be assumed by the public. So that no communication is detached from facial expressions. In the linguistic politeness study (linguistic politeness), a very relevant concept in the subject is about the face.

Face, in pragmatics, is your public self-image. This is the emotional and social sense of self that everyone has and expects everyone else to recognize. Politeness can be defined as showing awareness of and consideration for another person's face (Yule, 2006).

The theory proposed by Yule explains that the face is a self-portrayed image for the public. This means that the appearance of our face is a self-perception that is conveyed to the public. It is as an emotional social mirror that will be understood by other individuals. Thus, politeness can also be defined as self-awareness to show the face of self to others, certainly a little more of this as a result of self-consideration.

A fairly popular theory about faces put forward by Brown and Levinson. They define that the face is the image of ourselves that is displayed to the public so that it will give us a perception of ourselves. Public perceptions or claims about the displayed face are divided into two parts; positive and negative. Here's an explanation by Brown and Levinson theory.

Face Theory of Goffman, Brown dan Levinson

If Goffman (1967) mentions that the face is a social attribute, then Brown and Levinson (1987) mentioned that the face is a personal attribute that is owned by every human being and is universal. In this theory, the face is then divided into two types: the face with positive desire (positive face), and face with negative desire (negative face). The positive face is related to the value of solidarity, ignorance, recognition, and kesetikawanan. Meanwhile, the negative face boils down to one's desire to remain independent, free from outside interference, and the outsider's respect for his independence. Seeing that the face has the value as mentioned, then the values are worth keeping, and one way is through a polite pattern of language, which does not damage the face's values.

The politeness itself has a different meaning than decency. The word polite means to show respect to the speech partner, whereas polite means the language (or behavior) based on the social distance between the speaker and the speech partner. The concept of the above face is really related to the issue of politeness and not courtesy. The respect shown in the language may be polite, meaning that polite language will nourish the face if speakers and speech partners have far-reaching social distances (eg between lecturers and students, or children and fathers). Nevertheless, being polite in language is often not polite, especially if speakers and speech partners do not have a great social distance (coworkers, classmates, etc.). To better understand the concept of this face, here I will serve examples, both positive and negative faces, in the concept of language politeness.

Positive Face

As already mentioned that the positive face is related to the values of intimacy between the speaker and the speech partner. This refers to the self-image of the person who wants to do what he does, what he has, or the values he / she believes to be recognized as a good, pleasant, commendable, and so on.

Brown & Levinson suggests that strategies for positive politeness are as follows:

Tabel .1 Strategy

Positive Politeness	Example
Preference, Wishes, Partner Speech Needs	"What a beautiful vase this is! Where did it come from?"
Exaggerate attention, recommendations and sympathy to the said partner	"What a fantastic garden you have!"
Strengthen the interest of the said partner	"I come down the stairs, and what do you think I see? – a huge mess all over the place, the phone's off the hook and clothes are scattered all over..."
Using group identity markers	"Come here, buddy".
Gaining Accordance	A : "I had a flat tyre on the way home" B : "Oh God, a flat tyre".
Avoiding disagreement	A : "That's where you live, Florida?" B : "That's where I was born"
Shows things that are deemed to have commonality through basic language.	A : "Oh, this cut hurts awfully, Mum" B : "Yes dear, it hurts terribly, I know."
Use a joke	"How about lending me this old heap of junk?"
Declare understand or understand the wishes of my tutu partners	"I know you can't bear parties, but this one will really be good – do come"
Provide an offer or appointment	"I'll drop by sometimes next week"
Shows optimism	"Look, I'm sure you won't mind if I borrow your typewriter".
Involves a conversational partner in the activity	"Let's have a cookie, then"
Ask questions or ask for	"Why don't we go to the

reasons	seashore”?
Declare mutual relationships	“I’ll do X for you if you do Y for me”
Give appreciation to the said partner	“I’m proud of you, you have finished the lap perfectly”

Negative Face

In contrast to the positive face, which speakers and spouses expect to maintain the values of familiarity, ignorance, solidarity, this negative face is where speakers and partners are hoping for social distance. This refers to the self-image of the person who wishes that he be rewarded by the way the speaker lets him be free to do his actions or let him be free from the necessity of doing something. Here is a negative politeness strategy given by Brown & Levinson, namely:

Tabel 2

Negative Politeness	Example
Indirectness	“I need a comb”.
Using fenced lines	“I suppose that Harry is coming”.
Pesimistic	“Can you do this job?”
Minimalizing barrier	“I just want to ask you if I can borrow a single sheet of paper”
Appreciation	“We look forward very much to dining with you”
Apologizing	“I don’t want to bother you, but...”
Impersonalisasi pembicara dan mitra tutur	“Do this for me”

II. METHOD

The research uses qualitative method. The research observes deeply the debate process among the four contestant of governor and vice candidates of West Java Indonesia. This research is a qualitative descriptive. Primer data comes from the second session debate program of West Java Governor on May 2018. Data is gained from the second session of debate program carried out by General Election Commission West Java and published on youtube. Deeply analyzing is undertaken from some sessions; presenting argument, opinions, agreeing and disagreeing, interrupting, clarifying and questioning.

III. RESULT

Debat sessions are divided into two main themes. The two activities are strengthening vision and mission and giving questions to other contestants. In this debat process, there are

four couple who follow the political competition. The first couple is Ridwan Kamil and Uu Ruzhanul Ulum. They are supported by PPP, PKB, Nasdem, and Hanura. The second couple is TB. Hasanudin and Anton Charlian. They are supported by PDI Perjuangan only. The second couple is Sudrajat and Ahmad Syaikhu. They are supported by Gerindra, PKS, PAN and PBB. The forth couple is Dedy Mizwar and Dedi Mulyadi. They are supported by Demokrat Party and Golkar Party.

The current position of Ridwan Kamil is Mayor of Bandung meanwhile Uu Ruzhanul Ulum as a regent of Tasikmalaya. The second couple, TB. Hasanudin and Anton Charlian, both of them come from general of army (TNI) and policy (Polri) as current position. the third couple, Sudrajat comes from general of army (TNI) and Syaikhu comes from chief of PKS (Welfare and Justice Party). And the forth couple, Dedy Mizwar comes from the vice of governor and Dedi Mulyadi comes from a regent of Purwakarta.

Debat session starts from the strengthening vision and mission every couple. Every couple is given 5 minutes to deliver and explain their vision and mission. After delivering vision and mission, other couples give some questions and discuss with them for about 5 minutes. This session runs until the end of the forth couple. After finishing this session, the second session is making dialogue and clarifying the theme having been stated. Every session appears arguments, opinions, agreeing and disagreeing, interrupting, clarifying and questioning.

In this case, the research concerns on positive and negative politeness. Positive politeness relates with the construction and maintenance the positive face of addressees, in the other hand, it appears as appreciation. And negative politeness displays through apologizing for any possible imposition [5]. Positive politeness includes, 1) giving appreciation to hearer, 2) Using solidarity form, 3) involving hearer to speaker’s activity, 4) giving praise to the hearer, and 5) kidding. From the five strategies above, the contestants can indicate with offering programs. Negative politeness can occur as pesimistic statement, indirectness, minimal force, underestimate sentences, apologizing and using plural or common statement. Of course, politeness in some cases has absolute and relative [6]. Absolute relates with a scale as Leech stated and relative politeness can be stated in some norms of behavior. In this debat, politeness in relative principle often occurs. Because the debate program has a norm of communication behavior as a particular culture.

Giving Appreciation to Hearer

The first session is divided into four occasions as four couples are. The first couple explain some questions that have been prepared by panelists. The three problems become

strategic issues in this debate. Because West Java is one of the province that has much rainy weather, mountain region and many active volcano. In the context of politeness, either performance or utterance of the first couple indicate positive face. Ridwan Kamil can state his experience to manage and govern Bandung well. He flows his ideas by means of experience based statement. Opening the statement of the first contestant gives a perception of sympathy. Ridwan Kamil as candidate of Governor has a chance to answer the questions about the environment damage dan natural resources.

Utterance of : We have a pity to all victims of terrorists. We hate and criticize the action of terrorists. May the victims get patient.

After the opening statement has been delivered, the speaker starts explaining their vision and mission deeply. It gives the information that the speaker wants to start the statement with a good attention from audiences by means of saying condolences to the victims of terrorists. This is one of the communication strategy to catch the good perception from audience. And the next statement to answer the question of panelist is as the following.

Utterance : the concept of farming should have innovation. The offering concept of pasangan Rindu (the abbreviation of Ridwan Kamil and Uu) is drip irrigation. It can be as a solution in dry fields in all regions in West Java. And the problem of flood, it should be in a good coordination among the authority from chief of subdistrict, chief of district and the authority in Province.

From the statement above, the speaker tries to build positive politeness by means of conveying some programs with the indicators measured. The offering program states as the solution of the problems today. The next statement for the solution of natural disaster, the speaker uses the strategy what it is called as a solidarity. How to engage the public trust and give the trust to the public in order to be in a unity or cooperation to solve the problems. The two kinds of sentences indicate different part related with politeness concept.

Using solidarity form

Communication can run well and has the politeness value if a speaker can appreciate and use solidarity form. Solidarity form is one of the strategies to create a polite communication. One of the statement indicating solidarity form can be found in the discussion about Citarum River.

Utterance : the problem of Citarum river should be noticed comprehensively. Because, the policy of making the water of Citarum river to be drunk and can be irrigation for farming must be accorded with the central policy, exactly Mr. President. The obligation and responsibility to make it better for a solution is a synergy among the central policy, province policy, major and regent policy. Without any a synergy program from top to down or bottom to up, of course, the program will be difficult to be implemented.

From the above statement, as the closing statement of Dedy Mizwar, the candidate of governor number 4, he realized that without any cooperation program among central government until region government, the program is too difficult to implement. This statement indicates that solidarity appears as the awareness to cooperate in action, to admit the other authorities and give polite appreciation to other policies.

Giving Offering from the programs

In the second session debate programs, as a usual, every contestants give vision and mission as their milestones to start the program. Some offering and promise from their campaign describe the kinds of politeness. They offer the good commitment to be problem solver, policy maker for better future. Here are some vision and missions.

The first couple (Ridwan Kamil-Uu Ruzhanul Ulum)

Utterance : We would like to drive West Java to be a champion either body or soul. It is not only building infrastructure but building religious based morality also. We will lead West Java to be bright province by means of religious people, good infrastructure and making innovations to solve many problems.

The Second couple (TB. Hasanudin-Anton Charlian)

Utterance: the big problem today is poverty. We should defeat poverty. Because one of the successful indicators for leaders is when they can make people welfare. We offer seven program in making solutions of the problems; opening job vacancy or opportunity, economic welfare, sufficient home, free of charge schooling, good health, building infrastructure, and concerning to environment problems. To implement those programs, we do hope you all help us. Thank you very much.

The Third couple (Sudrajat-Ahmad Syaikh)

Utterance : our visions to advocate the students of islamic boarding school (santri), labor of factory, farmers, and give service to sailor. They are our priority to serve excellently. In the other hand,

security issue is a strategic problem. The belief and culture diversity should be in well aware understanding. They can appreciate one another towards Jabar asyik.

The Forth couple (Dedy Mizwar-Dedi Mulyadi)

Utterance : our vision is to bring West Java justice, welfare and characterized. To implement the mission, we have five mission. Our mission are, the first good governance with beurocracy reformation. The second is to improve human resources wit high quality, productive, excellent and characterized. The third is to manage the environment. The forth is to develop region potence by means of sustainable investation and economic competition. And the last is to govern social life with good culture and democracy.

From the four utterances, some sentences indicate positive politeness are *we would like to drive, We offer seven program in making solutions of the problems, our visions to advocate the students of islamic boarding school (santri), labor of factory, farmers, and givig service to sailor, our vision is to bring West Java justice, welfare and characterized.* Those sentences give the clear understanding that they have politeness in making offering sentences to show the commitment or political promise to people as audience who appreciate their statement. They make assure to the public that they have a high motivation, attention and intention to lead new West Java with various problems.

In this case, positive politeness shows that the utterances describe a good communication performance. They use a good statement to take a public legitimation, build public trust and show their experience in manage many current strategic issues. One of the indication of politeness is the use of word 'our vision', 'we would like to', 'we offer'. Word 'we' indicates the good commitment to work, to act, to build, and to develove together.

Involving hearer to speaker's activity

One of the characteristic in positive politeness is engangement the audience as partners in communication to involve in communication activities. The form of involvement is how to make people feel in the same perception in finding the poblems and finding solutions. The statement of this case is delivered by Dedy Mizwar and Dedi Mulyadi as the forth couple or contestant.

Utterance : the problem of farming is not from production but distribution. The distribution of harvest is not maximaly distributed to people who need it without a good management in transportation. So, transportation to open a good distribution is needed urgently in this way. If we

produce harvest and government prepares the good distribution, of course, market will be running well and poverty will be decreased. Because the sufficient supply will happen.

The statement above indicate that people are lead to look into the tomic discussed by speaker. Involvement of discussing topic will make people feel comfort. People are lead to know more about problem and know how to solve it. The keyword of leading statement is production, distribution and transportation. Production is people domain but distribution and transportation are government domain. The government facilitate the people in order to run the production toward distribution with a good transportation. The collaboration concept that are served by speaker to catch people's trust.

Giving prise to the hearer

In this case, the speaker gives prise in his utterance. This occure when Dedy Mizwar and Ridwal Kamil argue about the condition of Citarum River and waste problem in West Java.

Ridwan Kamil's Utterance : Citarum River is West Java Governor responsibility but today, president policy takes it, why?

Dedy Mizwar : Yes, because Citarum River problem is our obligation to solve it from the central government until sub district government, and we can see today that the waste has been decreased from Bandung City.

Ridwan Kamil : Yes, of course, the waste in Bandung has been decreased baccuse of the good job of Major. We work hard to decrease it and now we can look at the good condition.

The statement of Ridwan Kamil indicates giving prise to the program that has been done well. He gives the important information about his achievement in overcoming the waste problem in Bandung City. The politeness statement has been indicated by Dedy Mizwar. He admits the successfullness of Ridwal Kamil work in overcoming the problem. Dedy Mizwar is the candidate who was a vice governor formerly.

Pesimistic statement

Pesimistic statement appears when Ridwan Kamil responded about natural resources for supporting renewal energy.

Utterance : to solve the problems of energy, our program offers 'lemper' or lembur penuh listrik (all places are enough in electricity). The chief energy is accu energy. Because solar energy, water energy, air energy are very expensive to realized. These are still so far to practice and high cost.

The statement above conveys there is difficulty to use the new energy because of high cost. This statement inidicates pesimistic statement or negative politeness. The contestant

responds with lower hope. It is based on their views about the budgeting to fulfil the cost.

Underestimate sentences

Underestimate sentences often appears from the forth contestant (Dedy Mizwar-Dedi Mulyadi). Dedy Mizwar who was as a vice governor feels knowing more about the problems of West Java Province. In many statement, he uses underestimate or unappreciation statement to Ridwan Kamil-Uu Ruzhanul Ulum (The First couple). Here are some examples.

Utterance 1 : sorry, I don't catch your vision about the environment management. But, you explain about it. To manage West Java region is not easy, because it must coordinate one another top down and bottom up.

Utterance 2 : you don't understand the problems of West Java, I think you are not a smart one to know it. But, actually I am assessing you so if I am as a governor in the next time, I will choose you to be my consultant, he, he.

Responding the third couple (Sudrajat-Syaikhu), Dedy Mizwar also gives underestimate sentences or negative face. He performs as if the speakers do not know more about the problems of West Java government. And Dedy Mizwar also responded low appreciation.

Utterance : your statement is not sure, the farming harvest is sufficient. Your statement tells the unsufficientof it, I don't understand why you state it and where do get the data. The problems of our farming is distribution not production.

Dedy Mizwar uses the negative or underestimate sentences to respond the questioner. He thinks that other candidates are only in a theory so he feels more competence to explain it. This case indicates the negative politeness.

Apologizing

In apologizing statement, all candidates contingent not to admit the weaknesses of their program or their statement. They strengthen their statement even though parts of their statements are able to be corrected or revised. It is one of the characteristics of debate. They get lose of awareness in weaknesses in every statement.

Using Plural or Common Statement

Utterance (the second couple) : to solve the problems of West Java should be communicated with all authority.

Utterance (the third couple) : the problems of environment are related with the readiness of people and natural resources, both of them should be managed well.

Utterance (the forth couple) : the problems solution should be connected with other management and authority.

The three statements are indicated plural or common statements. They use those statement for avoiding the lack of ideas and adding the speechless in presenting their program. This communication strategy is used to answer when any question directly to be answered without any preparation before. All contestant use the common statement to complete their statement.

IV. DISCUSSION

Politeness in political perspective has different from the politeness theory as Leech said[2]. The politeness practice of debate program includes presenting argument; beginning, ordering, introducing a new point, adding, giving example, balancing, generalizing, stating preferences and concluding. Opinion session includes asking for opinion, asking for a reaction, giving strong opinion, giving neutral opinions, giving tentative opinion, bringing in to answer a question, bringing in to present a point, and summarizing. Agreeing and disagreeing session include strong agreement, neutral agreement, softening strong agreement, strong agreement, softening neutral agreement, neutral disagreement and tactful agreement. Interrupting session includes interrupting, taking the floor, commenting, coming back to a point, preventing an interruption and pre-empting an interruption. Clarifying session includes asking for confirmation.

V. CONCLUSION

Politeness has different perspective in political view. Political practice; speech, action and response has specific tendency. Every activity in political case presents the implicit purpose to get good perception in public view. Politeness in political perspective actually means as a bridge to make clear about vision and mission in accordance with the fact and reality the society appreciate.

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